

### ABSTRACT OF THE DISCLOSURE

A system for inserting advertisement into channels of media programming are disclosed for improving effectiveness in targeted advertising. The system includes an ad scheduler for identifying a predetermined order in which the advertisements are to be inserted into the channels of media programming. The ad scheduler stores an ordered list corresponding to the identified order and modifies the stored ordered list whenever a modification requiring event occurs. The system further includes an ad insertion module which inserts the advertisements into the programming channels according to the stored ordered list. The system may be implemented at the subscriber's side, e.g., in a set top box or personal video recorder.